

FIG. 1

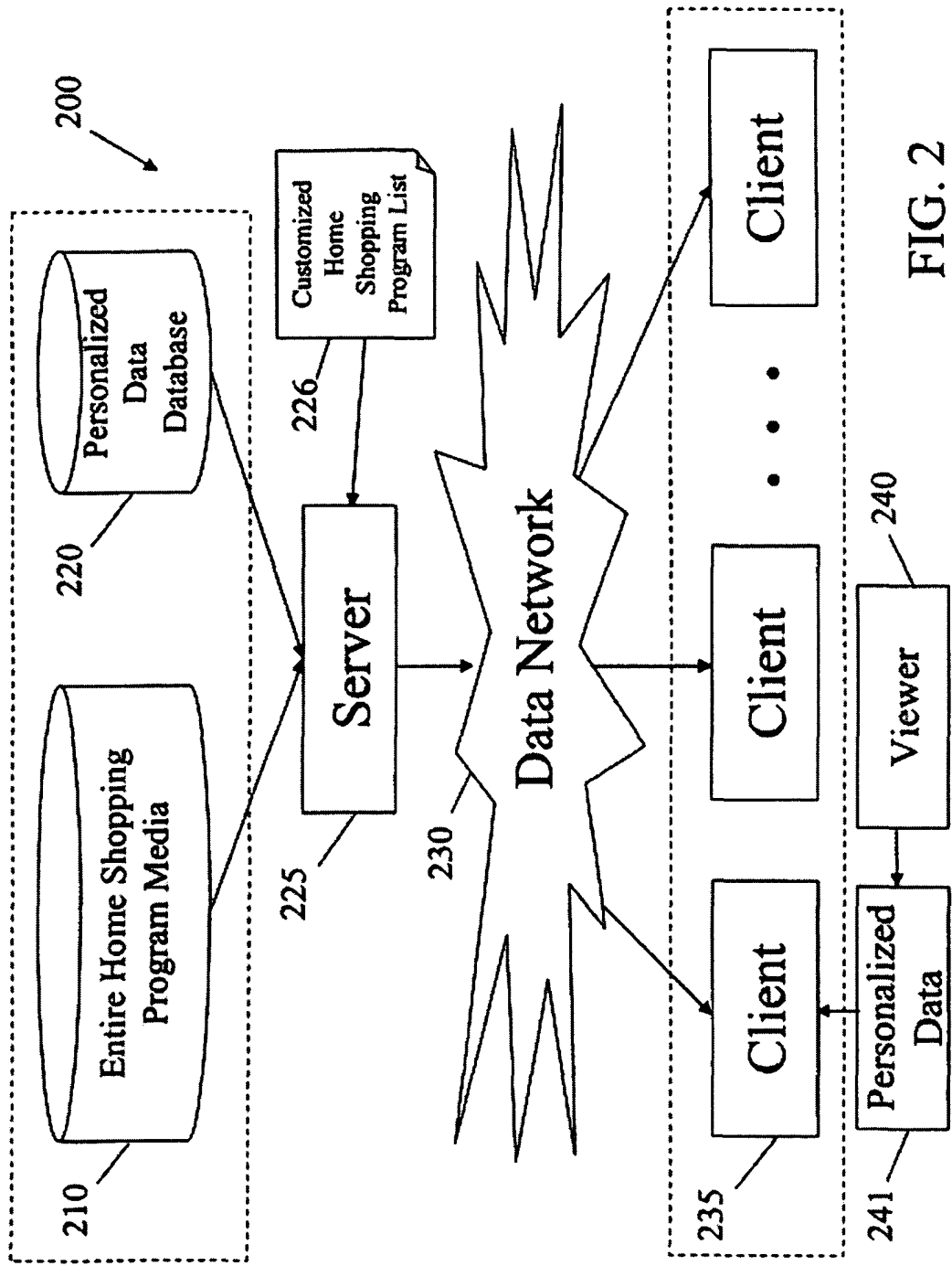


FIG. 2

Enter Personalized Data

305 /

☒ **Male**
☐ **Female**

315 /

☒ **Soccer**
☒ **Basketball**
☐ **Tennis**
☒ **Golf**

310 /

☐ **Age 5 - 10**
☐ **Age 10 - 18**
☐ **Age 18 - 24**
☒ **Age 24 - 30**
☐ **Age 30 - 40**
☐ **Age 40+**

FIG. 3a

<p><u>320</u></p> <p>[Video Ad of Nika Basketball Shoes]</p>	<p>Nika Basketball Shoes</p>
<p>Quantity Remaining: 427</p>	<p><u>335</u></p>
<p>Price: \$83.10</p>	<p><u>340</u></p>
<p>Call 800-555-5555 to order now!</p>	<p><u>345</u></p>
<p>The Nika Basketball Shoes provides excellent support for even the most demanding athlete. This stylish shoe is sure to improve your game. <u>325</u></p>	<p><u>350</u> Next</p>

FIG. 3b

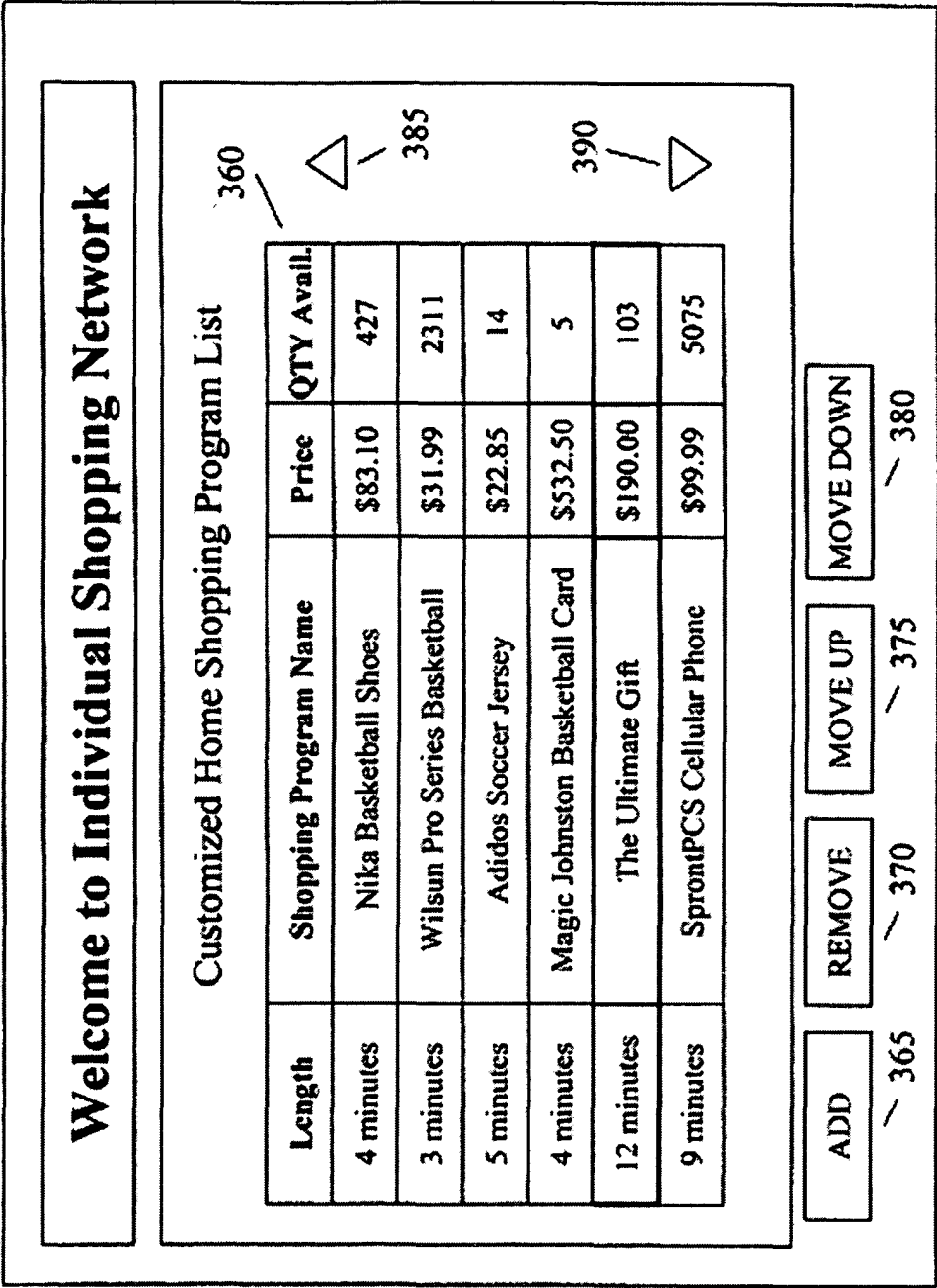


FIG. 3c

Enter Personalized Data

Occasion

☐ Browse for myself

☐ Look for a specific item

☒ Browse for a birthday gift

☐ Browse for a mother's day gift

☐ Look for a wedding gift (registry)

☐ Browse for an anniversary gift

☐ Browse for a baby shower gift

FIG. 4a

Enter Personalized Data

Browse for a birthday gift

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> <input checked="" type="checkbox"/> Male </div> <div style="text-align: right;"> <u>410</u> </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 20px;"> <div style="text-align: center;"> <input type="checkbox"/> Female </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> <input checked="" type="checkbox"/> Sporting Equipment </div> <div style="text-align: right;"> <u>415</u> </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 20px;"> <div style="text-align: center;"> <input type="checkbox"/> Clothes </div> <div style="text-align: center;"> <input type="checkbox"/> Jewelry </div> <div style="text-align: center;"> <input checked="" type="checkbox"/> Electronics </div> </div>
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<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> <input type="checkbox"/> Age 6 - 10 </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 20px;"> <div style="text-align: center;"> <input checked="" type="checkbox"/> Age 10 - 18 </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 20px;"> <div style="text-align: center;"> <input type="checkbox"/> Age 18 - 24 </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 20px;"> <div style="text-align: center;"> <input type="checkbox"/> Age 24 - 30 </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 20px;"> <div style="text-align: center;"> <input type="checkbox"/> Age 30 - 40 </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 20px;"> <div style="text-align: center;"> <input type="checkbox"/> Age 40-50 </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 20px;"> <div style="text-align: center;"> <input type="checkbox"/> Age 50+ </div> <div style="text-align: right;"> <u>420</u> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> <input type="checkbox"/> \$0.01 - \$10 </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 20px;"> <div style="text-align: center;"> <input checked="" type="checkbox"/> \$10 - \$20 </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 20px;"> <div style="text-align: center;"> <input checked="" type="checkbox"/> \$20 - \$40 </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 20px;"> <div style="text-align: center;"> <input checked="" type="checkbox"/> \$40 - \$80 </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 20px;"> <div style="text-align: center;"> <input checked="" type="checkbox"/> \$80 - \$150 </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 20px;"> <div style="text-align: center;"> <input checked="" type="checkbox"/> \$150 - \$300 </div> </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 20px;"> <div style="text-align: center;"> <input checked="" type="checkbox"/> \$300 + </div> <div style="text-align: right;"> <u>425</u> </div> </div>	
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FIG. 4b

[Video Ad of portable MP3 player]		Ultra MP3 Player
		Quantity Remaining: 984
		Price: \$199.99
		Call 800-555-5555 to order now!
This compact MP3 player holds up to 10 hours of music and comes with a rechargeable battery. Neck leash included. Earphones not included.		Next

FIG. 4c

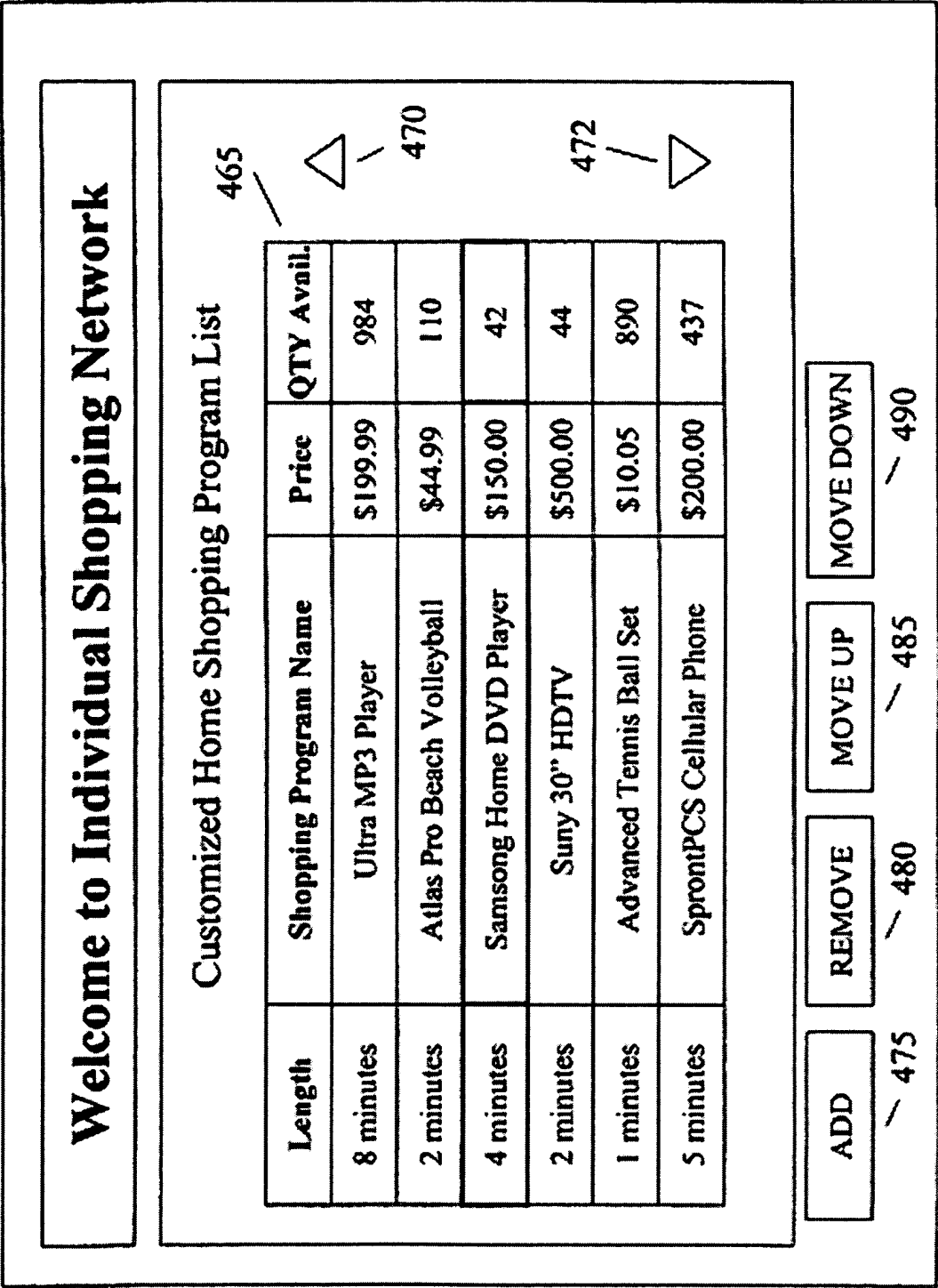


FIG. 4d

Enter Personalized Data
Occasion

- ☐ Browse for myself
- ☐ Look for a specific item
- ☐ Browse for a birthday gift
- ☐ Browse for a mother's day gift
- ☒ Look for a wedding gift (registry)
- ☐ Browse for an anniversary gift
- ☐ Browse for a baby shower gift

FIG. 5a

Enter Personalized Data

Browse for a wedding gift (registry)

Groom's Last Name

Smith

Bride's Last Name

Jones

We Found:

John Smith & Tina Jones (Los Angeles)
Tom Smith & Mary Jones (New York)
Jack Smith & Cherry Jones (Dallas)
Frank Smith & Cindy Jones (Dallas)
Michael Smith & Michelle Jones (Miami)

FIG. 5b

[Video Ad of Shisheda 4 piece china]		Shisheda 4 piece China set
		Quantity Remaining: 26
		Price: \$399.99
		Call 800-555-5555 to order now!
The Shisheda is an elegant china set that will make any dinner setting look fabulous.		Next

FIG. 5c

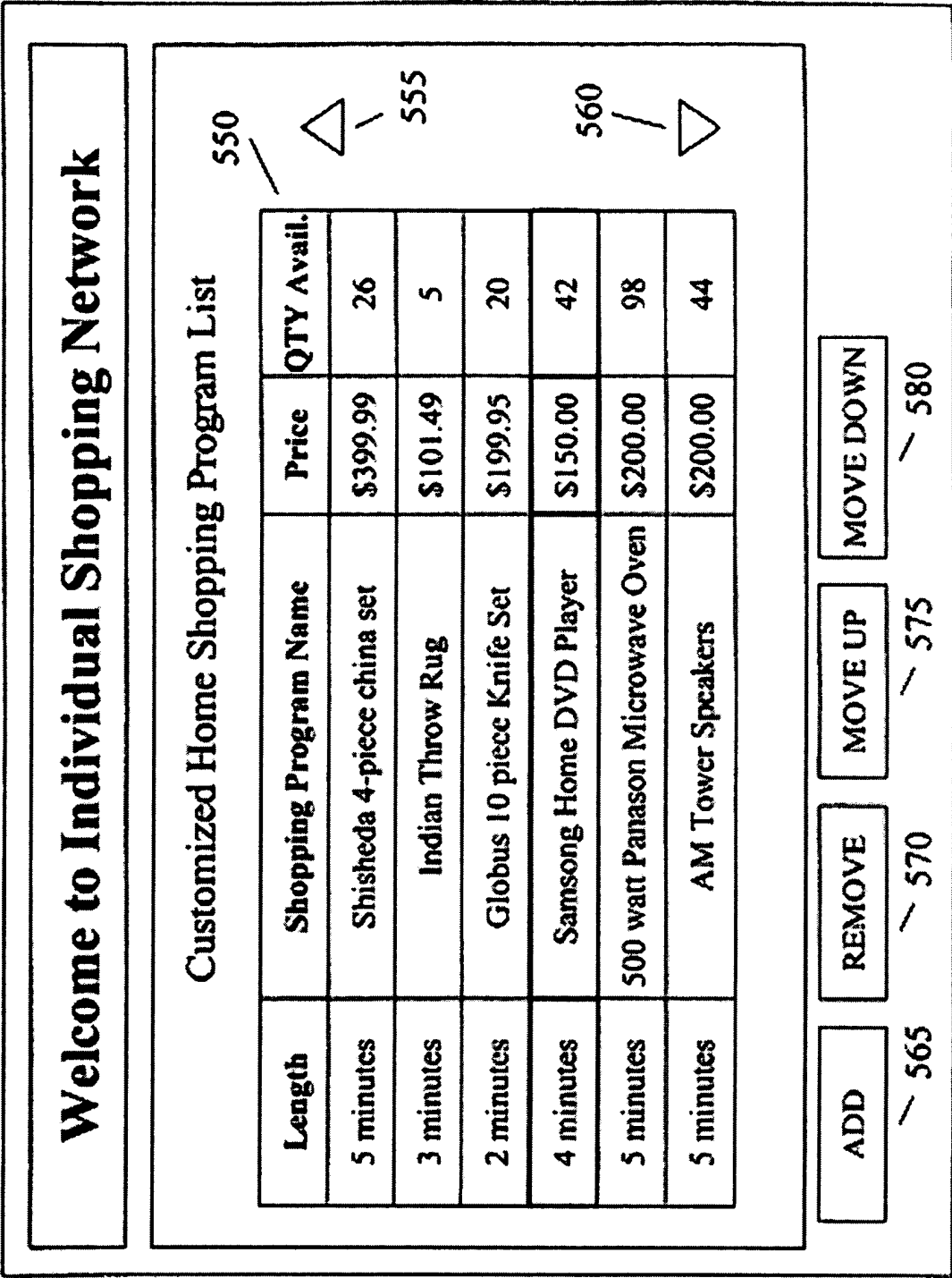


FIG. 5d

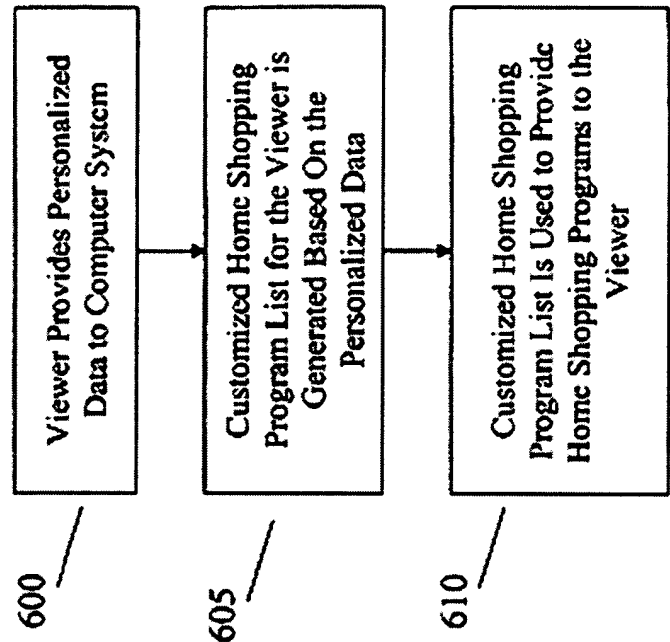


FIG. 6

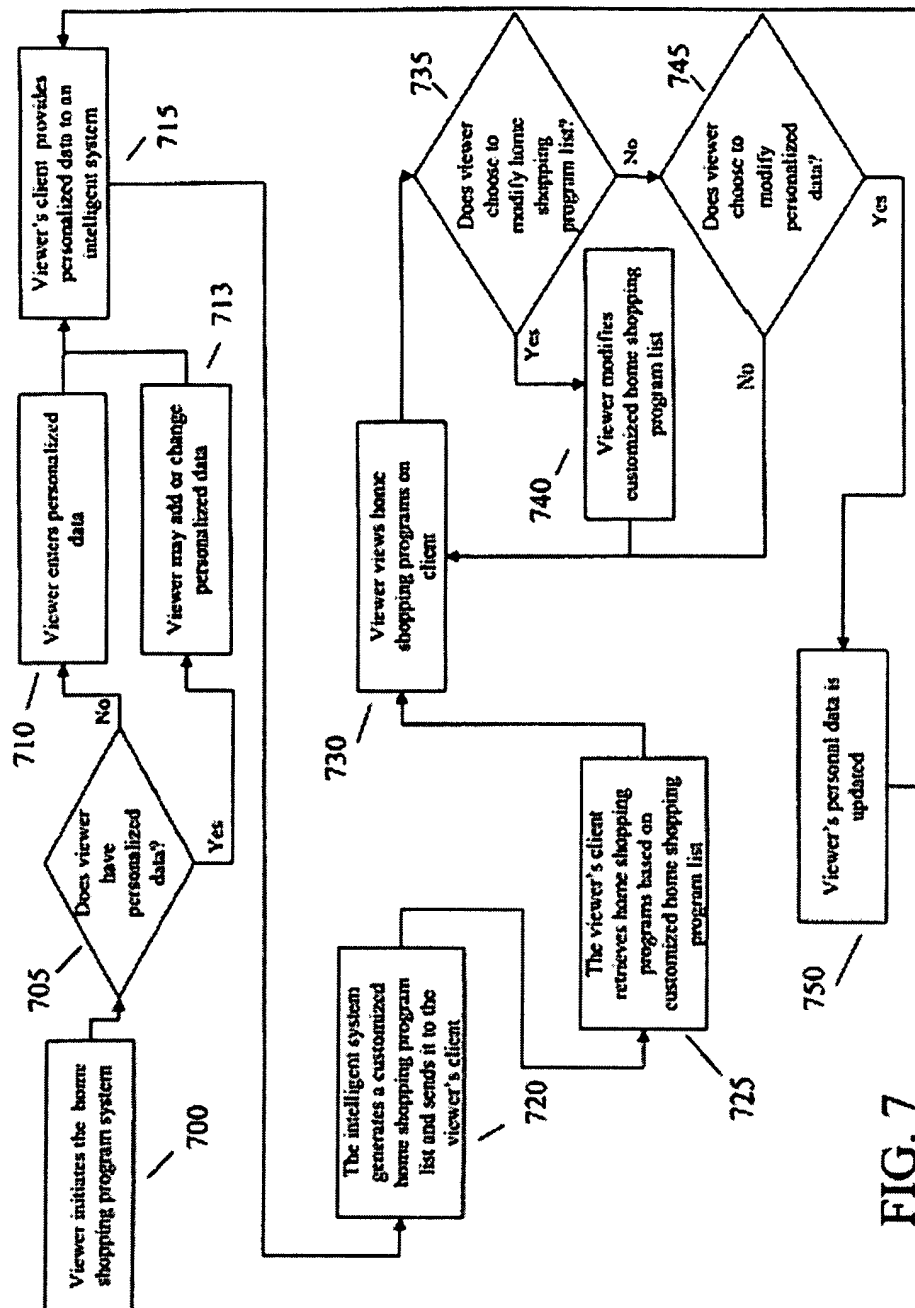


FIG. 7

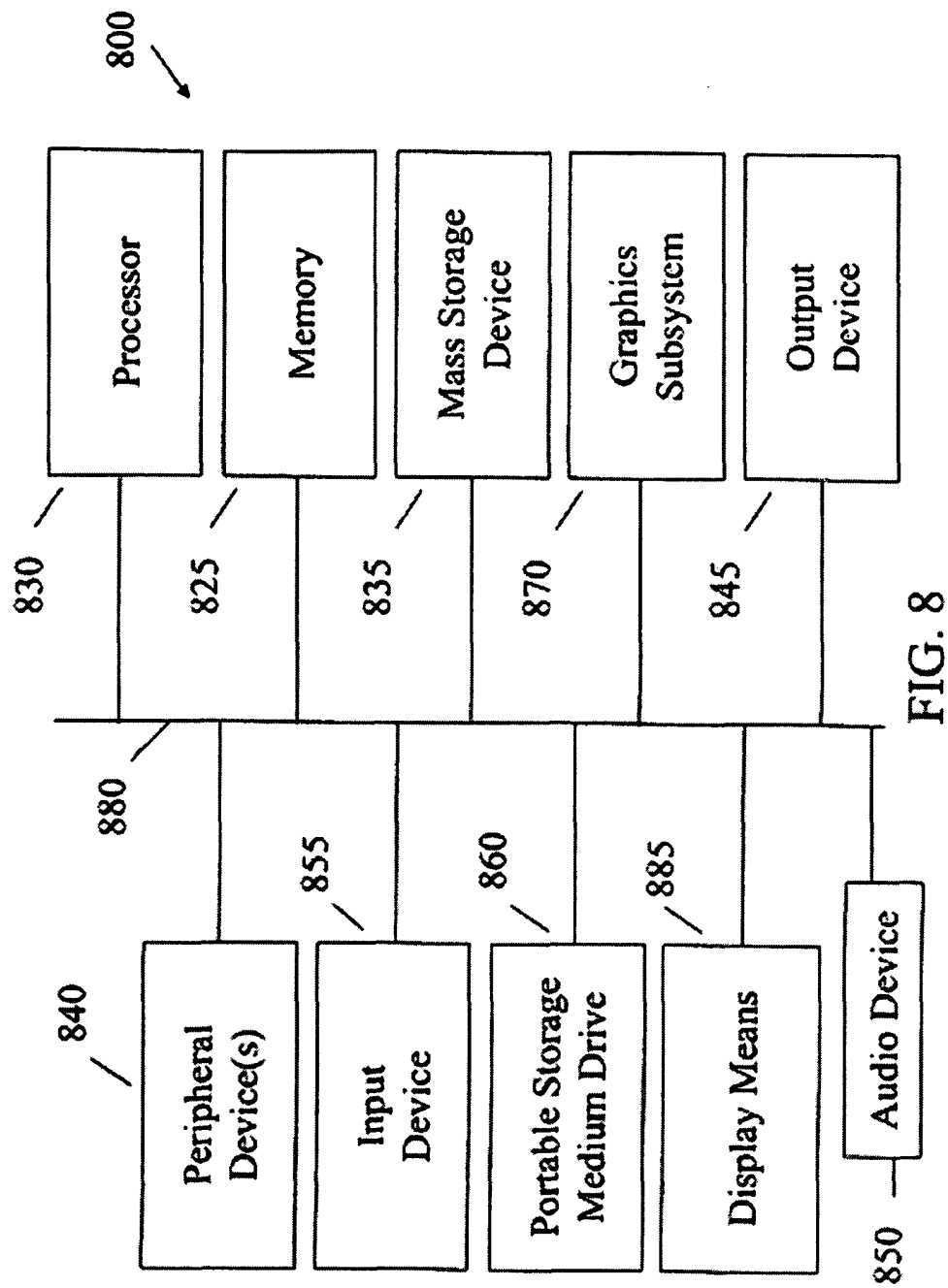


FIG. 8